



## Father's Day 2021 Retail Promotion

### 50% off – CANADIAN RETAILERS ONLY

For any retail account who participates in this 50% off consumer promotion, Retailers may claim a 25% credit for each title sold at 50% as part of this promotion from Hachette Book Group, National Geographic and Lonely Planet as specified below. Accounts may run this promotion for the designated promotional period of three weeks starting in May 2021. In order to participate Retailers must promote all the titles from the list of titles below. The promotional price must be called out on the books themselves or with signage indicating the new sale price. Titles MUST be promoted together as a group in a prominent store location or promoted on a corporate web site home page for the specified promotional period. Retailers are, of course, free to charge whatever price they choose, but only those meeting the above terms will qualify for the credit. This offer is open to all accounts that purchased on a returnable basis directly from HBG, or via a wholesaler, who would like to participate in this offer.

ISBN	Title	Author	Publisher	Price	Credit Per Copy Sold
9781538761694	DAYLIGHT	BALDACCI	HBG	\$37.00	\$9.25
9781538748213	WIN	COBEN	HBG	\$37.00	\$9.25
9780316451109	DAYS OF STEEL RAIN	JONES	HBG	\$40.00	\$10.00
9780316420259	DEADLY CROSS	PATTERSON	HBG	\$38.00	\$9.50
9780316429092	WALK IN MY COMBAT BOOTS	PATTERSON	HBG	\$38.00	\$9.50
9780316420389	RUSSIAN	PATTERSON	HBG	\$35.00	\$8.75
9781546084976	SURVIVING HELL WEEK	MCEWEN	HBG	\$35.00	\$8.75
9781838694494	NATIONAL PARKS OF AMERICA	LONELY PLANET	Lonely Planet	\$0.00	\$0.00
9781426220999	INTO THE DEEP	BALLARD	National Geographic	\$38.00	\$9.50
9781426221491	PATRIOTS	GROOM	National Geographic	\$38.00	\$9.50
9781426221460	MORE BAD DAYS IN HISTORY	FARQUHAR	National Geographic	\$34.00	\$8.50

In order to be eligible, the retailer must furnish proof – to a Hachette Book Group sales representative of its retail sales of the designated promotional titles for the promotional period chosen within the promotional window. Proof must consist of either computer printouts or cash register receipts. Hachette must receive the proof no later than August 31, 2021. Credit will be issued after review of proof of sales.

The suggested retail price for the above titles will remain as originally catalogued and returns on any copies of these books (regardless when purchased from Hachette) will be credited based upon the catalogued retail price and the terms of our returns policy. If a retailer purchased copies from a wholesaler, the retailer must furnish evidence of that purchase to receive direct credit from us. However, if a retailer who purchased copies from a wholesaler does not want to receive its credit from us directly, the retailer can make arrangements with the wholesaler to have the credit issued to the wholesaler for the retailer's account, and we will honor the wholesaler's submission of that credit to the wholesaler's account.

For more information, please contact your Hachette Book Group sales representative, or Melissa Nicholas at (212) 364-1368, Hachette Book Group, 1290 Avenue of the Americas, New York, NY 10104.